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FR: EMC Research
DT: January 8th, 2015
Re: Recent Sound Transit Districtwide Polling

Methodology

This memo is based on a recent telephone survey of 1,500 registered voters in the Sound Transit district conducted by EMC Research (www.emcresearch.com). The margin of error for the Districtwide results is ±2.5 percentage points. Where applicable, results compared to a districtwide survey conducted June in 2014.

Key Findings

Sound Transit continues to be viewed very favorably by voters, and its favorables continue to be near all-time highs.

Sound Transit continues to have a very good favorable ratio, especially when compared with WSDOT and the State Legislature.

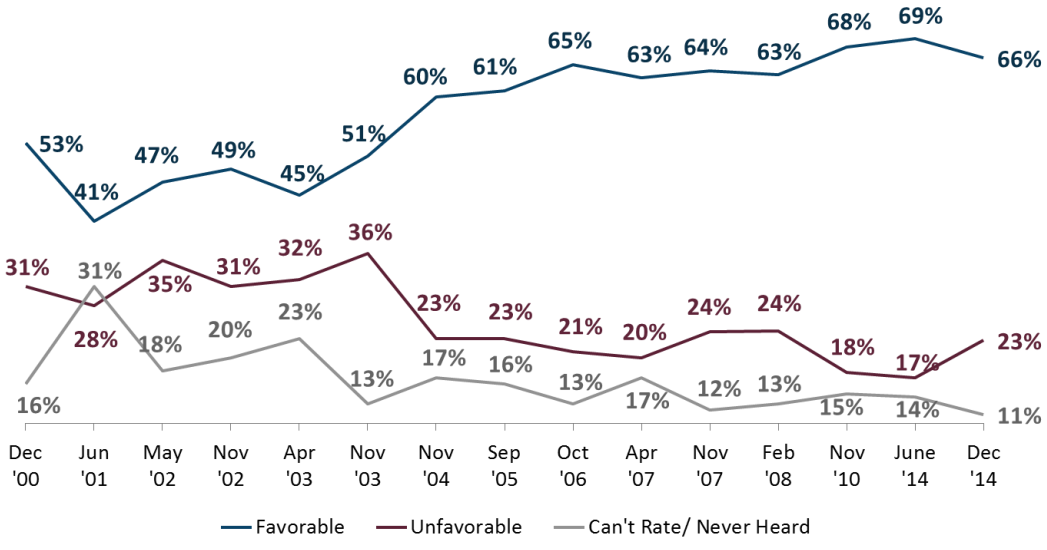
A supermajority of voters (68%) support the Legislature giving Sound Transit additional taxing authority.

Support for a hypothetical ST3 package is very strong (70% Support).

Detailed Findings

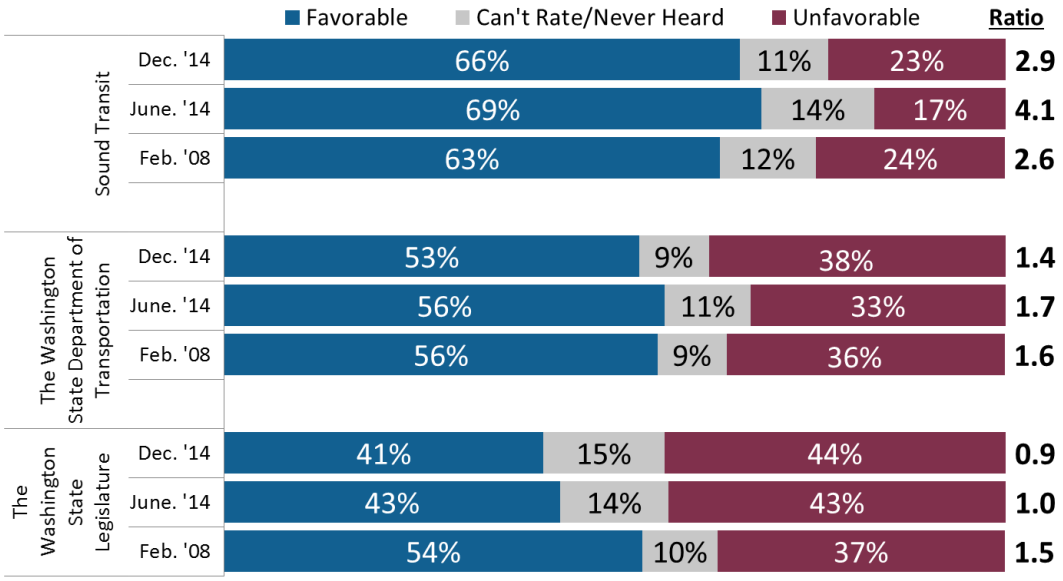
Sound Transit Favorable

- Sound Transit's favorable ratings continue to be near all-time highs.



Favorability of Organizations

- Sound Transit's favorable rating is nearly identical to the agency's rating just before ST2 was passed in 2008.
- Sound Transit's favorable ratio is well above the traditional "healthy" ratio of 2 to 1. It is also noticeably stronger than the ratios for the WSDOT or the State Legislature.

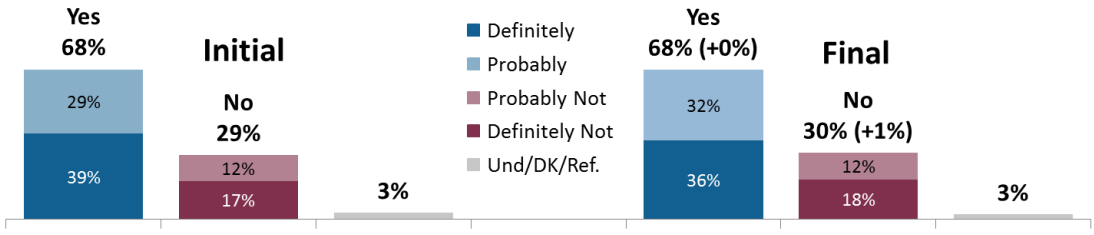


Support for New Tax Authority

- More than two-thirds of voters support the Legislature giving Sound Transit new taxing authority, and support for this remains constant in the survey.

"In order to further expand light rail, commuter rail and express buses in the region, Sound Transit must first get approval from the State Legislature for new taxing authority. Once that happens, Sound Transit can go to the voters with a transit expansion ballot measure.

Do you think the State Legislature should definitely, probably, probably not, or definitely not give Sound Transit new taxing authority so they can put a transit expansion measure on the ballot sometime in the future?



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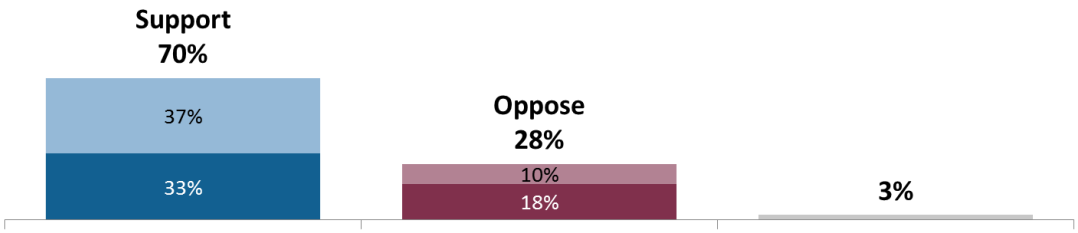
Sound Transit Expansion Proposal

- When presented with question text for a hypothetical Sound Transit 3 package, more than two-thirds of voters would support it.

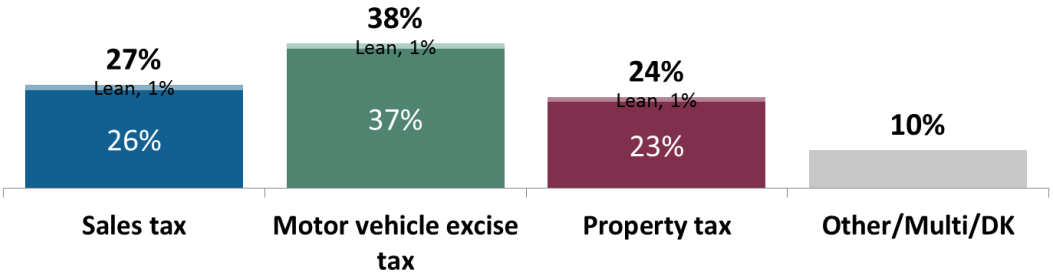
"Sound Transit might have a measure on the ballot in the future. This measure could expand and coordinate light-rail, commuter-rail, and express bus service, and improve access to transit facilities in King, Pierce and Snohomish Counties. It could authorize additional taxes to fund around 30 additional miles of light rail connecting major cities as part of new capital projects totaling approximately $15B.
Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?



Funding Mechanisms

- When asked to choose one of three different and specific funding mechanisms that might fund a future Sound Transit expansion package, a plurality chose the motor vehicle excise package but each option has some voter support.

"There are at least three ways this measure might be funded. Which do you prefer?
A sales tax increase of 0.5%
OR
An increase in the motor vehicle excise tax of $80 per $10,000 of vehicle value
OR
An increase in the property tax of $0.25 per $1,000 of property value
Which do you prefer the sales tax, the motor vehicle excise tax, or the property tax? "



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